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Food and Drug Administration
Center for Food Safety and Applied Nutrition
Office of Nutritional Products, Labeling, and Dietary Supplements
Division of Nutritional Programs and Labeling
200 C Street SW
Washington, DC 20204

Re: 21 U.S.C. Section 343(r)(6), Notification of Statements on Dietary Supplements

Dear Sir/Madam:

I hereby notify the Food and Drug Administration ("FDA") of the use of statements of nutritional support in the labeling of Astaxanthin, 4 mg Softgels, a dietary supplement.

Statements being made in the labeling of Astaxanthin:

(1) Astaxanthin is a naturally occurring carotenoid that is closely related to Beta-Carotene and Lutein. Because of its unique structure, Astaxanthin provides a wide range of antioxidant benefits. Astaxanthin may play a key role in the protection of cell membranes against free radical attack, as well as support of the immune system and cardiovascular health.

To the best of my knowledge, and based upon information and belief present at the time of the executing of this notice, I certify that the above information is accurate and complete. NOW Foods possesses substantiation that the statements are truthful and not misleading.

Jim Roza
Director, Quality Assurance
NOW Foods
395 S. Glen Ellyn Rd.
Bloomington, IL 60108

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